

Global Ultrasonic Radar Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Ultrasonic Radar market size was valued at US\$ 2058 million in 2025 and is forecast to a readjusted size of US\$ 3375 million by 2032 with a CAGR of 6.4% during review period.

In 2025, global ultrasonic radar production reached approximately 489.80 M Units, average price is about 4.08 US\$ per Unit.

Ultrasonic radar is a sensor that uses ultrasound for short-range ranging. Its core principle is 'echolocation': the device emits ultrasonic pulses with a frequency higher than 20kHz. When the sound waves encounter an obstacle, they are reflected back, and the sensor receives the echo. Based on the time difference between transmission and reception, the distance to the obstacle is calculated.

Automotive ultrasonic radar (Ultrasonic Sensor, often simply referred to as 'USS' in the industry) is a type of short-range environmental perception sensor installed on vehicle bumpers, side panels, etc. It emits ultrasonic pulses of a certain frequency and receives the reflected echoes from target objects. Using the time-of-flight difference of the sound waves, it calculates the distance and relative orientation to obstacles, and is used for obstacle detection and ranging in low-speed, short-range scenarios. Its typical coverage area is usually in the close-range area around the vehicle body. It can provide stable distance information for targets such as walls, curbs, pillars, vehicles, and pedestrians under conditions such as parking and low-speed crawling. The ranging results are then output to controllers for functions such as parking assistance, automatic parking, low-speed AEB/collision avoidance warning, and blind spot proximity warning, achieving 'distance-level' safety redundancy and comfort control. Compared to cameras and

millimeter-wave radar, ultrasonic radar has the advantages of intuitive ranging of close-range static obstacles, lower cost, and insensitivity to light. Its limitations include shorter detection range, weak reflection from soft/sound-absorbing materials (such as shrubs and fabrics), and potential echo attenuation and multipath interference in strong winds, rain, temperature changes, or complex geometric reflection environments. Therefore, vehicle applications typically employ a multi-sensor layout (such as multiple points on the front and rear bumpers) combined with signal processing and calibration strategies to meet the reliability and consistency requirements of parking and near-field protection.

This report mainly studies ultrasonic radar used in the automotive field.

The continued boom in the automotive market provides the most stable and scalable demand foundation for ultrasonic radar. The ongoing ownership and replacement of passenger cars and light commercial vehicles globally has driven 'reversing/parking assistance' from an optional feature to a mainstream configuration. Simultaneously, urban congestion and parking space shortages have increased the risk of low-speed collisions, enhancing consumers' willingness to pay for low-speed safety and parking convenience, thus driving the penetration rate of parking functions from UPA to APA and even higher levels. More importantly, with the evolution of smart cockpits towards larger screens and domain control architectures, ultrasonic radar, as a cost-effective sensor for near-field perception, can complement cameras and millimeter-wave sensors, achieving denser perimeter coverage of the vehicle at a lower cost in low-speed, close-range scenarios, thereby driving simultaneous growth in both the number of vehicles used and the overall value of the vehicle.

National industrial policy support has significantly reduced the uncertainty of industry R&D and adoption, and accelerated product iteration and localization processes. Policy guidance from various countries focusing on new energy vehicles, intelligent connectivity, and road safety is driving OEMs to accelerate the standardization of ADAS and parking functions. Simultaneously, the continuous improvement of standards systems for automotive-grade reliability, functional safety, communication interfaces, and testing and verification enables the supply chain to conduct platform-based development and mass production within clearly defined technical routes and compliance boundaries. For domestic supply chains, industrial policies often support sensor manufacturers in continuously investing in materials, packaging, processes, testing equipment, and quality systems through R&D subsidies, major projects, demonstration applications, industrial cluster construction, and strengthening and supplementing the supply chain for key components. This improves yield and

consistency, thereby driving cost reduction and ASP structure optimization, forming a positive cycle of 'performance improvement?mass production?cost reduction?further penetration.'

The increasing pre-installation rate of ultrasonic radar is the primary driver of market expansion. As more consumers become aware of parking safety and the risks of low-speed collisions, reversing/parking assistance is gradually shifting from an 'optional comfort feature' to a 'basic safety and convenience feature.' Driven by cost reductions, platform development, and a mature supply chain, OEMs are making ultrasonic radar standard equipment or offering it as a high-end feature across a wider range of models. Market demand is rapidly penetrating from mid-to-high-end models to mainstream mid-to-low-end models. Once integrated into mainstream model platforms, ultrasonic radar exhibits a positive cycle of 'mass production ? further cost reduction ? continued increase in penetration rate,' leading to more stable incremental installations and more predictable shipment growth.

The shift in configuration structure from primarily 'front and rear UPA' to 'front and rear + lateral APA' is a key driver of increased per-vehicle value. Traditional UPA (Upper Usage Area Detection) sensors primarily address distance indication during reversing and low-speed edge maneuvers, with a relatively limited number of sensors. However, with the widespread adoption of automatic parking capabilities, vehicles require denser near-field coverage in areas such as the sides and corners. Side/corner APA sensors have become a crucial perception foundation for parking space recognition, parking space boundary constraints, and obstacle avoidance during parking, driving an upgrade in the number of sensors per vehicle from a few points to a multi-point perimeter deployment. Simultaneously, automatic parking places higher demands on interference resistance, refresh rate, blind spot control, functional safety, and communication interfaces, accelerating the adoption of next-generation high-performance ultrasonic solutions. Consequently, market growth stems not only from increased installation volume but also from improved ASP (Average Selling Price) and system value resulting from product generation upgrades.

This report is a detailed and comprehensive analysis for global Ultrasonic Radar market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Ultrasonic Radar market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Ultrasonic Radar market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Ultrasonic Radar market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2021-2032

Global Ultrasonic Radar market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Ultrasonic Radar

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Ultrasonic Radar market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Valeo, Bosch, Tung Thih Electronic, Whetron, Denso, Hyundai Mobis, Panasonic Automotive Systems, Jingle Electronic, Longhorn, Softec, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Ultrasonic Radar market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

APA Ultrasonic radar

UPA Ultrasonic radar

Market segment by Technology

AK1 Ultrasonic Radar

AK2 Ultrasonic Radar

Market segment by Application

OEM

Aftermarket

Major players covered

Valeo

Bosch

Tung Thih Electronic

Whetron

Denso

Hyundai Mobis

Panasonic Automotive Systems

Jingle Electronic

Longhorn

Softec

Coligen

Hikauto

Desay SV

Forvision

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Ultrasonic Radar product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Ultrasonic Radar, with price, sales quantity, revenue, and global market share of Ultrasonic Radar from 2021 to 2026.

Chapter 3, the Ultrasonic Radar competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Ultrasonic Radar breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Ultrasonic Radar market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Ultrasonic Radar.

Chapter 14 and 15, to describe Ultrasonic Radar sales channel, distributors, customers, research findings and conclusion.

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